



# THE SCHOOL OF PRACTICAL FUNDRAISING™

*Critical “hands on” training in effective fundraising for nonprofit staff members, leaders, board members and volunteers.*

## Module 1

### The 20 Rules.

The Overlooked Basics of Fundraising

This session uses 20 rules for fundraising to introduce key concepts and how to handle and manage Individual, Corporate, Foundation and Government donors. Module 1 can serve as a quick “intro to fundraising” for nonprofit board members and leaders or as the gateway into additional training for people who will be more deeply involved in fundraising.

Half or Full-Day Seminar

## Module 2

### Raising Individual Gifts Under \$2,500

Strategies and Methods for Raising Small and Unrestricted Gifts

This class teaches how to raise unrestricted gifts through a cohesive fundraising program that retains current donors, acquires new donors and gets both to eventually give at higher levels. Fundraising tools covered include: US Mail, websites, email, printed material, giving by text, crowdfunding, basic fundraising events and tribute gifts programs.

Full-Day Seminar

## Module 3

### Raising Individual Gifts Over \$2,500

Successful Major and Planned Giving Strategies

The focus here is on raising big money from individual donors. Topics include fundraising volunteers, prospect research, donor cultivation, high dollar fundraising events and major gift solicitation. This session ends with a face-to-face solicitation role playing exercise and a super simple approach to Planned Giving that any nonprofit can implement.

Full-Day Seminar

*Modules 2 – 5 are “hands on” sessions. To get the most benefit from them, come armed with information about your organization and its future plans.*

## Module 4

### Successful Grant Seeking

Securing and Managing Foundation and Government Grants

This class is about locating grant opportunities, cultivating grantmakers, writing effective proposals and preparing for grant evaluation. Proposal outlines, writing prompts, basic evaluation plans and standard budget forms are used to help attendees get ready to quickly create high-quality grant applications.

Full-Day or Two-Day Seminar\*

*\*Also available as a workshop at which attendees create drafts of actual grant proposals.*



All School of Practical Fundraising offerings are supported with printed handouts. Everyone

registering for all five SPF seminars receives *The Fundraising Playbook* at no additional expense. The *Playbook* is a unique hands-on guide to practical fundraising and includes electronic copies of fundraising tools that readers can adapt and use in their own efforts. People taking other SPF offerings can also get the *Playbook* for a modest additional charge on their program registrations.

## Module 5

### Raising Funds from Corporations

Finding and Soliciting the Right Companies for Your Cause

This session prepares attendees to seek corporate funding by aggressively selling all FOUR audiences they can deliver to business donors. Types of support covered include gifts, grants, sponsorships and cause marketing. Skills taught include corporate donor identification & research, cultivation and creating effective proposals for business donors.

Full-Day Seminar

*In addition to the modules listed here, we draw on School of Practical Fundraising resources to create custom fundraising training sessions for institutions, organizations and associations.*

## THE SCHOOL OF PRACTICAL FUNDRAISING



The School of Practical Fundraising is a system of seminars, workshops and supporting material that have been created by Mike Montgomery, drawing on his 25+ years of experience as a fundraising consultant and teacher. As a consultant, he has advised on over \$1 billion in fundraising and project activity. As an educator, he has taught fundraising and nonprofit management techniques to hundreds of graduate students and working professionals.

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Montgomery Consulting School of Practical Fundraising sessions are held several times every year, watch our website for when and where. If you would like to use SPF sessions as in-house training or wish to host a public offering in your area, email Mike Montgomery at [Michael@MontgomeryConsultingInc.com](mailto:Michael@MontgomeryConsultingInc.com) or telephone (248) 224 – 7330 for more information or to schedule a session.